Q. P. Code: 33975

2 ½ Hours

Total Marks: 75

1. Attempt **all** questions.
2. **All questions** carry **equal** marks.
3. Draw **neat labeled diagrams** wherever necessary.
4. Use of **log tables** and **non-programmable calculator** is **allowed**.
5. For **Q.2, Q.3 and Q.4** attempt A and B **OR** C and D.

Q.1 Do as directed (Any fifteen) **15**

1. What is Entrepreneurship?
2. State true or false: Government policies do not play an important role in the success of an entrepreneur.
3. Social responsibility towards business includes _________
   a) Responsibility of owner towards Entrepreneurship.
   b) Responsibility of consumer towards Entrepreneurship.
   c) Responsibility of Entrepreneur towards Society.
   d) All of the above.
4. State true or false: Independence is one of the major reasons for becoming an entrepreneur.
5. State true or false: Reliance is an example of an Entrepreneur Venture.
6. State any one disadvantage of being an entrepreneur.
7. Give one difference between an Entrepreneur and a Manager.
8. ________ is a term that is concerned with assignment of property rights through patents, copyrights and trademarks.
9. Define the term 'Capital' in Finance.
10. State any one objective of business budgeting.
11. Give any one factor that should be critically examined for selecting a location for an enterprise.
12. State any one difference between Preference and Equity Shares capital.
13. ______ is a document issued by a company as a proof of its debt for the money lent.
14. LRP stands for ____________________________.
15. _____________in the broadest sense is a dynamic action oriented blueprint to accomplish "company mission", business goals and functional objective.
16. Define Organisational goals.
17. Consumer goods can be classified into ________________ important categories.
    a) one b) two c) four d) three
18. What are trademarks?
19. ______ aids communication.
20. Which company made a blunder while launching its talcum powder in India?

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Q. 2 A	Explain the factors which are essential for a person to become a successful entrepreneur.	**08**
Q. 2 B	Explain the factors which influence entrepreneurship.	**07**
	OR	
Q. 2 C	State the characteristics of an entrepreneur.	**08**
Q. 2 D	Explain the need and importance of entrepreneurship in a country.	**07**
Q. 3 A	Discuss the role of Government in encouraging entrepreneurship.	**08**
Q. 3 B	Explain the importance of Business planning.	**07**
	OR	
Q. 3 C	Enlist and explain important types of financial funding for Indian Industries	**08**
Q. 3 D	State Characteristics of good business policy.	**07**
Q. 4 A	Classify and explain the types of consumer goods.	**08**
Q. 4 B	Discuss need for the International Market Research.	**07**
	OR	
Q. 4 C	"Packaging is a very important marketing tool", Justify.	**08**
Q. 4 D	What are the characteristics of a good questionnaire for research?	**07**
Q. 5	Write Short notes on **any three** of the following	**15**
a.	Entrepreneurs and Entrepreneurship.	
b.	Venture Capital.	
c.	Stages in Business Project Formulation.	
d.	Brand Name & Advertising.	
e.	Product positioning.	
